| Electronic Pate                         | nt App | olication Fee                              | i ransm  | ittai  |                         |  |  |
|---|--------|--|----------|--------|-------------------------|--|--|
| Application Number:                     | 10     | 10814104                                   |          |        |                         |  |  |
| Filing Date:                            | 31-    | 31-Mar-2004                                |          |        |                         |  |  |
| Title of Invention:                     | Ret    | Rendering content-targeted ads with e-mail |          |        |                         |  |  |
| First Named Inventor/Applicant Name:    | Pai    | Paul Buchheit                              |          |        |                         |  |  |
| Filer:                                  | Jol    | John C. Pokotylo                           |          |        |                         |  |  |
| Attorney Docket Number:                 | Go     | Google-74 (GP-282-00-US)                   |          |        |                         |  |  |
| Filed as Large Entity                   |        |  |          |        |                         |  |  |
| Utility under 35 USC 111(a) Filing Fees |        |  |          |        |                         |  |  |
| Description                             |        | Fee Code                                   | Quantity | Amount | Sub-Total in<br>USD(\$) |  |  |
| Basic Filing:                           |        |  |          |        |                         |  |  |
| Pages:                                  |        |  |          |        |                         |  |  |
| Claims:                                 |        |  |          |        |                         |  |  |
| Miscellaneous-Filing:                   |        |  |          |        |                         |  |  |
| Petition:                               |        |  |          |        |                         |  |  |
| Patent-Appeals-and-Interference:        |        |  |          |        |                         |  |  |
| Post-Allowance-and-Post-Issuance:       |        |  |          |        |                         |  |  |
| Extension-of-Time:                      |        |  |          |        |                         |  |  |
|   |        |  |          |        |                         |  |  |

| Description                       | Fee Code          | Quantity | Amount | Sub-Total in<br>USD(\$) |  |  |  |  |
|-----------------------------------|-------------------|----------|--------|-------------------------|--|--|--|--|
| Miscellaneous:                    |                   |          |        |                         |  |  |  |  |
| Request for continued examination | 1801              | 1        | 810    | 810                     |  |  |  |  |
|                                   | Total in USD (\$) |          |        | 1300                    |  |  |  |  |